

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

IT&C Dept — ICT Policy - Notified national/International ICT Exhibitions/Conferences/Events eligible for Reimbursement of Exhibition stall Rental by ICT companies – **Advantage AP 2011 - scheduled on 1st & 2nd March, 2011** - Notified - Orders – Issued.

INFORMATION TECHNOLOGY AND COMMUNICATIONS (Promotions) DEPARTMENT

G.O.Ms.No. 1

**Dated: 06.01.2011
Read the following:**

1. G.O.Ms.No.9, IT&C Department, dt: 07.07.2010.
2. G.O.Ms.No.12, IT&C Department, dt:23.07.2010.

ORDER:

The ICT Policy of Government of Andhra Pradesh in the GO first read above seeks to promote the participation of ICT Companies in national/International ICT Exhibitions/Conferences/Events. The ICT Policy encourages participation of ICT companies of different focus areas/verticals such as startups, SME, Product/R&D, Animation & Gaming, Engineering services, Electronic Hardware, etc, and penetrate into International markets by appropriately utilizing such platforms to enhance their business opportunities.

2. Vide second read above, the Government after carefully examining the business potential of the ICT Exhibitions/events/conferences that are being conducted in the country & abroad and basing on the feedback from ICT Industry Associations, have notified certain national/international ICT Exhibitions/events/conferences for participation by ICT companies of the State, eligible for Reimbursement of 50% Subsidy on Exhibition stall Rental by ICT companies

3. Further, Government hereby notify “**Advantage AP 2011 – The Most Preferred IT Destination**”, the IT event organized by the Government of Andhra Pradesh in association with the IT Industries Association of Andhra Pradesh and Infrastructure Developers of the State, scheduled on 1st & 2nd March, 2011, as Notified IT Event, eligible for reimbursement of stall rentals to the participating ICT companies.

4. The reimbursement of stall rental for participating in **Advantage AP 2011** exhibition, as per the ICT Policy, would be made available to such eligible ICT companies, as per the following terms and conditions:

- The subsidy is available only to the ICT companies as mentioned in the ICT Policy 2010-2015.
- Prior intimation shall be given by ICT companies of the State to the IT&C Department before participation in IT Exhibition.

Cont...2nd page

::2::

- Reimbursement of the cost of stall rentals would be limited to stall space of 9 sq. mts.
- Proof of participation and copy of invoice should be submitted to Department of IT&C for reimbursement after the event.
- The ICT Company will file a report on its participation, including business generated thereon.
- The incentive is available to ICT Companies based in AP only.

5. Copy of this order is available online at www.apit.ap.gov.in and www.ap.gov.in/goir

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**K.RATNA PRABHA
PRINCIPAL SECRETARY TO GOVERNMENT**

To
All the ICT Companies of AP
The President, ITsAP, Hyderabad
The Secretary, ITsAP, Hyderabad
The President, Electronic Industries Association of AP (ELIAP)
The Regional Director, NASSCOM, Hyderabad
The Development Commissioner, AP IT SEZs, Hyderabad
The Director, Software Technology Parks of India, Hyderabad
The President, Visakhapatnam IT Association (VITA), Vizag

Copy to:

The PS to Hon'ble Minister for IT&C
The Principal Secretary to Govt, Industries & Commerce Department
The Principal Secretary to Govt., Finance Dept.,
The Commissioner of Industries, Hyderabad.

// FORWARDED :: BY ORDER //

SECTION OFFICER